

Butter and Spreads in Finland

September 2023

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Butter and Spreads in Finland - Category analysis

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2023 DEVELOPMENTS

High levels of competition during rising price points boost sales of private label Healthier attributes drive growth on the butters and spreads landscape Local ingredients are used to entice consumers

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Players focus on added benefits without compromising on flavour Sustainability shapes product development while companies emphasise green credentials Finns remain loyal to locally produced foods and drinks

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